



**The Florida Workforce System's 2007 Regional Forums:
Conversations on Designing the Future and
Delivering Better Solutions for Talent and Business**

October 6, 2007
Summary Report
AERO™ Forum

THE FLORIDA WORKFORCE SYSTEM'S 2007 REGIONAL FORUMS

Florida's workforce system has been charged with convening regional conversations about talent, careers, business partnership, and opportunities for improvement in workforce processes. In order to assess the current and clear in Florida's diverse regional markets, Workforce Florida, in partnership with the Agency for Workforce Innovation (AWI) and the Florida Workforce Development Association, launched regional conversations in six markets: Fort Lauderdale, Jacksonville, Orlando, Tallahassee, Destin, and Sarasota. In order to draw on the perspectives and knowledge of private and public sector leaders and stakeholders, Workforce Florida, in three regional agendas, drew on the experience and skills in every Forum, offers electronic posting to focus conversations, and provide these early Forum Session Notes.

CALLS FOR PARTICIPATION IN FORUMS

In its call for Forum participation, Workforce Florida recognized these key areas for discussion:

- To improve Florida's talent culture and sustain our reputation for great talent and great talent delivery systems.
- The global economy is changing and Floridians of all ages are seeking to tap into great careers, great income and lifelong learning.
- Businesses demand the best in workforce partnership, responsiveness and long-term relationships.
- Partner organizations and citizens want an update on innovation in Florida's workforce delivery system.

EXECUTIVE SUMMARY

Over 500 Forum participants, with the help of jump-start documents (see agenda issues on site at forums, pages 12 and 13), invested at least three hours per regional site to discuss the history and reality of Workforce Florida and the workforce delivery system, changing markets, engagement of private sector leaders and gaining vital business intelligence and opportunities for the future. Across Florida, Forum participants were attentive, engaged, and open to discussion of the workforce paradigm. They shared and discussed with the ability to present. Critically, work available at all Forums, Forum participants were readily asked to clarify or add questions as well as to seek, challenge, or supplement comments from participants. In all Forums, head-of-issues experts about why the workforce system was reexamined through the Workforce Innovation Act of 2005, and the stage for a consensus on the balance and sustaining values of Workforce Florida. These values included:

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- Business focused and business informed** - Utilize the true market knowledge and capabilities of business partners. There was a need to stimulate the on-going of an agenda setting process on behalf of the employer class.
- Regional and local leadership, and expertise** - Regional and local business partners know the market best, and Florida's regions rely on markets.
- Accountability** - Connect workforce strategies to tangible outcomes, metrics, and the signs of business.
- Promoting innovation and flexibility**
- Private and informed leadership** - The workforce system overhaul was successful because leaders were engaged, set expectations, and remained faithful to the complex process of change.



Prepared by Fairfield Index, Inc.

Even without the benefit of existing research, Fairfield Index's approaches to convening leaders who have diverse expectations and employment/board mandates allow for draw-up of top-line opportunities. In this case, Fairfield Index was challenged by Workforce Florida, Inc. to conduct regional forums across the state, and then draw up high-confidence action opportunities.